

Introduction

I was a huge fan of Square Enix (Squaresoft in fact). I bought 3 times FF7 OG, in Japanese, in English and in my native language with the guide book to complete everything at 100%. Then I took on purpose a Super Nes to play the previous titles of the series, games like Chrono Trigger and all the Mana series. On Playstation, I loved Final Fantasy Tactics, Xenogears and even Einhänder.

I was a bit annoyed with the "nerfs" of Tifa in the Remake but, back in 2020, I didn't know at all what wokeism was.

It was after the recent "surprise" patch of cowgirl Tifa in Remake, just before the release of Rebirth, and reading some interviews of directors and producer, that I decided to investigate the case of the company.

About the recent release of FF7 Rebirth

The game has immediately been praised for its diversity and inclusion.

QUOTE Conclusion of an article about FF7 Rebirth from the site TheGamer

*"We need to celebrate the games that are going the extra mile for inclusion and representation, even if it's in the background. Especially if it's in the background. Sometimes, background inclusion creates a better sense of identity and inclusivity than a forced Black character at the forefront. The queer representation in Final Fantasy 7 Rebirth is the perfect example of this same sentiment, something it does better than Final Fantasy 16, pushing a gay romance to the forefront that does nothing for the characters involved. Alas, that's another conversation for another time. For now, **we must celebrate our wins, and Final Fantasy 7 Rebirth is a big one.**"*

SOURCE <https://www.thegamer.com/final-fantasy-7-rebirth-black-representation-in-gaming/>

Square Enix has totally embraced the western ideology.

1 They work with consultants / narrative companies that force the western vision of the "modern audience"

- They are clients of Sweet Baby Inc:

SOURCE <https://sweetbabyinc.com/>



- For Rebirth, they have collaborated with Hit Detection, LLC, a narrative company like Sweet Baby Inc. They appear in the end credits of the game.

SOURCE

<https://twitter.com/purplewhale24/status/1778549251749859410>

Making Games Better for Everyone

HIT DETECTION

Our Clients



QUOTE Site of HIT DETECTION, LLC

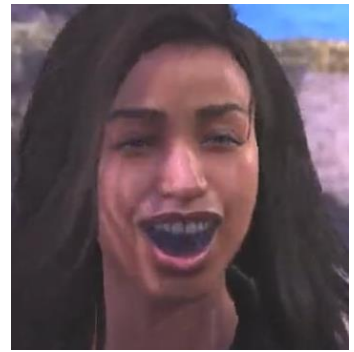
"Sensitive Issues Assessment: Our team assesses the risk factors for depictions of character from underrepresented groups, themes, and potential community reactions. [...]"

*Our commitment to building a team from a variety of backgrounds—including underrepresented groups—is a **superpower that allows us to provide unique and varied perspectives**, setting us apart from other firms. This diversity is a strength that fortifies our insights and gives us a natural advantage within the consulting landscape."*

SOURCE <https://www.hitdetection.com/>

2 SE produce games that don't reflect Japanese culture at all but forces the DEI message

- **Forspoken**, with SBI as consultants, **pushes diversity**.
- **Life is Strange: True Colors**, promotes **LGBT**.
- **Foamstar**, copies the western style (Fortnite) and **has diversity**.



Frey, from Forspoken

3 In their Website, they are fully engaged for the cause of diversity and inclusion

QUOTE Their site

"Diversity, equity & inclusion"

The Square Enix Group believes in the importance of fostering diverse and inclusive workplaces - across the many rich facets of the human experience, including nationality, race, religion, thought and creed, age, gender, sexual orientation, and physical condition.

All of our locations work to increase representation, and promote diversity, equity, and inclusion across such areas as recruiting, training, teambuilding, and employee activities. We are encouraged by the progress we've seen through the years in the areas of diversity, equity, and inclusion, and continue to prioritize our work in this area." [...]

Our initiatives include multiplatform campaigns, cultural spotlights (including for African American History Month, Women's History Month, Pride Month, and AAPI Heritage Month), and the work of our Pride and Women in Gaming employee resource groups.

In 2021, a collaborative effort between multiple Group locations produced an original Pride mascot, Mina, celebrating the work of LGBTQ+ employees and the greater community, and serving as a Pride month ambassador."

SOURCE (tab community): <https://www.hd.square-enix.com/eng/sustainability/?tab=ev>

IMPORTANT EDIT: Few days after releasing the 1st version of this article, Square Enix has changed their page. They removed the DEI references, like they have done for ESG before.

SOURCE https://www.reddit.com/r/KotakuInAction/comments/1b7jfb/like_they_have_done_for_esg_references_square_has/

4 SE is fully engaged for the LGBT+ cause too

QUOTE Their site

"Mina (a LGBT mascot) is front and center on our range of Pride apparel, which is still available on the Square Enix Store. All the profits made from these items up to midnight July 11 will be donated to charities GLAAD and Stonewall. (2 LGBT+ associations) [...]"

... **Rest assured - you'll be seeing more of them in the future.**



Square Enix 
@SquareEnix

This #PrideMonth, we wanted to do something special to show our support for the LGBTQ+ community.

Join us in welcoming our new #Pride Mascot, created by legendary artist Toshiyuki Itahana, representing diversity and freedom: sqex.link/pridemonth



Mina, the Square Enix LGBT Mascot

SOURCE https://www.square-enix-games.com/fr_FR/news/pride-mascot-name

5 They know that their orientation is "problematic" so they tried to hide things

They deleted all ESG references on their site. Many people were fooled, thinking that SE will, at last, leave their woke orientation. But keeping their **Ethics Department** was revealing that they would continue in the same direction.

EXPLANATIONS <https://www.youtube.com/watch?v=r2LBqcnPpOA>

What is this Ethics Department?

Mari Tanabe, member of this department, said: *"The Ethics Team's job is to make **corrections to what the developers have seriously created**. Therefore, you are expected to take full responsibility for your decisions. The difficulty in confirming the expression of entertainment is that it is not enough to serve only to make a 'mark or a cross' decision. [...]"*

*The fact that my work went unnoticed by the user after the game was released also means that **I did my job correctly**."*

EXPLANATION <https://boundingintocomics.com/2022/03/31/square-enix-job-listing-provides-details-on-ethics-department-confirms-focus-on-discriminatory-prejudicial-or-offensive-content/>

LINK to a screen of the original deleted page: <https://ibb.co/s1HPDFJ>

Tetsuya Nomura, director of the game, said: *"First of all, since we wanted Tifa to have defined abs, we made her more athletic looking. And then, there were **also directions from our internal ethics committee that as not to make even the most intense action look unnatural it was necessary to bind [Tifa's] chest**. And thus, for her single upper body clothing, we put a black undergarment with a fitting tank top for a fitness-conscious, sporty design."*

SOURCE <https://kotaku.com/what-tetsuya-nomura-actually-said-about-tifas-breasts-i-1835726320>

He uses a fake argument of unnatural moves to justify the censorship, as we can see here for exemple, in case of some people would argue about this:

PROOF <https://twitter.com/Delweynes/status/1782358108502720677>

CENSORED

But to **hide things**, again, SE deleted their Ethics Department hiring webpage in which **censorship were mentioned**:

SOURCE https://www.reddit.com/r/KotakuInAction/comments/19606yi/square_enix_deleted_their_ethics_department/

EXPLANATION <https://nichegamer.com/square-enix-quietly-removes-recruitment-page-bragging-about-censorship/>

"FINAL FANTASY VII REMAKE" DIRECTOR CONFIRMS CENSORSHIP BY SQUARE ENIX'S "ETHICS DEPARTMENT"

Final Fantasy VII Remake Director Confirms Tifa's Chest Was "Tightened" Because of Ethics Department at Square Enix

6 Because of the influence of Hit Detection and their own Ethics Department, Rebirth has integrated all DEI orientations

❖ 6.1 Censorship and toned down sexy females representations

- They just released a patch for FF7 Remake to censor Cowgirl Tifa, by adding a black cloth to hide all possibilities to see her cleavage. They have done it without telling players, **4 years after the release of the game** while it has never been problematic.

SOURCE <https://www.dlcompare.co.uk/gaming-news/square-enix-unexpectedly-decides-to-censor-some-scenes-in-final-fantasy-vii-remake-40725>



No one asked for this

If Square Enix wants so much to be ethical, is it ethical to change a game that customers bought in a specific state, without telling them or giving them the choice, even years after they got it?

- While most people were happy and blinded to see the girls in swimsuits in the Costa del Sol trailer, they didn't noticed that these conservative outfits were chosen to have the **design of kids swimsuits**, with frills and skirts to hide a deep cleavage, buttocks and crotch. Some people will claim that this style is common in Japan but, checking many videos of "Japanese beaches", proves that it's not the case. Most japanese girls are wearing normal bikinis.

ILLUSTRATION 1 <https://ibb.co/XZZ4H8r>

ILLUSTRATION 2 <https://ibb.co/cc9YHsN>



Swimsuits designed for kids
Frills to hide as much cleavage as possible
Skirts to hide the crotch and the buttocks

Normal bikinis
what normal grown up girls could wear
even japanese girls

The problem is NOT the design, but the intention to put conservative covering swimsuits to hide as much sexy feminine aspects as possible.

- Japan was always permissive with the representations of loli and young characters but **Yuffie is the only one who doesn't show the lower part of her swimsuit**, probably because of her age (16).



No full swimsuit for a 16 yo girl, really?

- They are clearly **going against the "too feminine" representations of women**, like the model of Tifa in the Fort Condor minigame proves it, while it would have been the most obvious way to simply copy Tifa's original game appearance. They took care to give her a very modest chest while all the volumes are exaggerated, like the feet.



Tifa in FF7 Rebirth
Fort Condor
minigame



Original Tifa wasn't
problematic when it was
released

- Let's not forget that she has already been "nerfed" many times since Remake, with the addition of more clothes: black underwear under her white top to justify to not add jiggles/physics and the leggings to hide most of her legs. Here, again, **it's not a question of the design but the intention**.

SOURCE

<https://www.eurogamer.net/square-enix-has-an-ethics-department-and-it-told-the-final-fantasy-7-remake-developers-to-restrict-tifas-chest>



With time, always in the same direction of more and more censorship:

reduced chest, jiggles removed and more clothes added

❖ 6.2 Forced diversity and inclusion

The game is **completely filled with inclusions and diversity everywhere**, not necessary for the story but forced to follow their DEI orientation about the "Diversity, equity & inclusion".

Let's remind that **japanese people traditionally didn't care about diversity** because they like and prefer white caucasian characters. It's in their culture and vision. It's noticeable in their old productions and most animes that made them famous and were loved by many western people. And **black people are 0.01% in Japan**.

- In an interview, Yoshinori Kitase, producer of Rebirth, said that he is "A **Bit Embarrassed**" By Original Game's Portrayal Of "Social Problems, Social Issues, And Cultural Depictions". This is however THE game that made JRPG famous in the West.

SOURCE <https://boundingintocomics.com/2024/01/18/final-fantasy-vii-rebirth-producer-yoshinori-kitase-says-hes-a-bit-embarrassed-by-original-games-portrayal-of-social-problems-social-issues-and-cultural-depictions/>

It explains why many funny **scenes were removed** from the original game, like Tifa's orthopedic underwear:

SOURCE <https://nichegamer.com/final-fantasy-vii-rebirth-removes-tifas-panties/>

- After the release of Remake, he even said "In Final Fantasy 7 Remake, we rebuilt the original game using the latest technology, but we felt that it should not stop at the technical side and **we needed to update the story content being shown in line with modern sensibilities**." (DEI rhetoric of the modern audience)

SOURCE <https://www.thegamer.com/final-fantasy-7-remake-politics-real-world/>

- It already started with, Motomu Toriyama, co-director of Remake in 2020, who said that "**LGBTQ Inclusion Is An Important Issue**".

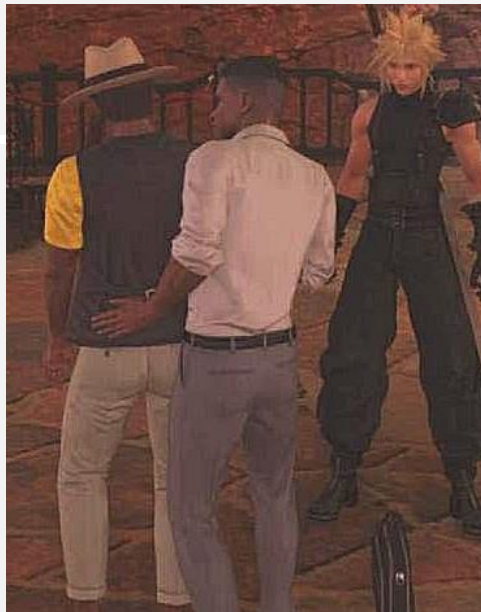
SOURCE <https://www.thegamer.com/final-fantasy-7-remake-lgbt/>

- The same Motomu Toriyama **praised The Last of Us Part 2's Diversity**.

SOURCE <https://www.ign.com/articles/final-fantasy-7-remake-the-last-of-us-part-2-diversity>



Motomu Toriyama



Gays in Cosmo Canyon



Lesbians visible at different places

Unlike western companies, they didn't dare to do extrem changes like raceswapping, modifying the sexuality or the character of a main protagonist. It's too much for a japanese company and for a game that has a very well known material source. They calculate the risks and evaluate what can be done, forced to be accepted.

SE didn't went into the **uglyfication of female characters** too because it would have been too much for their own customers.

But at the light of these informations, we can still question the case of Aerith:

EXPLANATION <https://www.youtube.com/watch?v=hIUJIP2ExIY>



What's this face?

Conclusion

All these examples together don't leave any doubts about the western influenced orientation of Square Enix that applies all acceptable DEI aspects for a japanese game. The company is acting now as a major contributor to spread the woke message. Instead of caring about their fans and stay true to themselves, they accepted the conditions and visions of the modern western industry.

Slowly, They are changing what made their success and was loved by millions of players for decades around the world, what reflected the true authentic japanese culture and their own free vision. This "betrayal" is the result of the tentation for ESG money and the few intermediates / consultants who portrayed them the preferences of western gamers (= the few "modern audience" and their "sensibility").

The **disappointing sales** of Final Fantasy 7 Rebirth, in comparison with the ressources invested, are without doubts the consequence of Square Enix **wrong decisions and weakness** for bending the knee to the few western wokes:

- <https://www.levelup.com/en/news/779572/Final-Fantasy-VII-Rebirth-Sales-Falter-in-Japan>
- <https://insider-gaming.com/final-fantasy-7-rebirth-sales-drop-about-90-in-japan/>
- <https://www.xfire.com/square-enix-silent-low-final-fantasy-7-rebirth-sales/>

The game sales are not a disaster, thanks to all the players / streamers who are not aware of this and fans who refuse to see the truth. But, by promoting the game, they are contributing to change Japan to **travestite their culture and produce more games that are not authentical**. If we want again real japanese games like before, it's necessary to make companies understand that we don't want their westernized adaptations.

But let's distinguish quality of a game and forced woke message, because a game can have both.

FF7 Rebirth is a fun / good game for many players. And no one should question their appreciation and feelings.

But players should be aware and ask themselves:

- *Is this game really faithful to the material source that made them popular?*
- *Does this game, created by a japanese company, really reflect their culture that made their success and was / is loved by so many people around the world?*
- *Would this game have been bad, less fun or be less popular without all the messages and intentions forced by few western people who speak for themselves and not for the fans?*
- *Is it good and better, from the perspective of a customer, that a beloved culture could be changed by external forces?*
- *Is it not a betrayal of the old fans to change so many aspects of the original game, just to please the modern western rules?*
- *DEI can be accepted for a game that you like? Would you continue to support it?*